The theme for the World Hearing Day 2018 is

**Hear the future**

This aims to draw attention to the economic impact of hearing loss and cost effectiveness of interventions in addressing it.

**WHAT WE DO?**

We are conducting this event under the auspices of the Gift of Sound Foundation.

We plan to make World Hearing Day a favourite South African annual calendar event and a major fundraising campaign to raise awareness and draw attention to the rising problem of noise-induced hearing loss whilst drawing people’s attention to appreciate the gift of sound.